

REMARKS/ARGUMENTS

The Examiner's thoroughness in reviewing the application is appreciated.

Claim 16 of the application has been amended as suggested by the Examiner to overcome the objection under 35 U.S.C. 112(2).

Former dependent claim 8 has been cancelled in light of the amendments made with respect to independent claim 1.

Independent claim 1 as now amended is directed to a system for creating customized greeting cards using a web server having associated therewith, a database of categorized expressions, a database of categorized images, a selection process of entering user information, and a means for a user to identify a particular expression and a particular image used to define a customized three panel greeting card. The system also includes an arrangement for associating with the customized three panel greeting card, a relating sale or promotion, as well as a printing arrangement for printing of the customized greeting card with the associated sale or promotion provided on one panel of the three panel greeting card. The system further includes a delivery arrangement for physically delivering of the printed greeting card to a recipient.

Dependent claim 3 further includes a system where the customized three panel greeting card is associated with a sale of a gift product.

Dependent claim 6 requires that the sale or promotion of the customized greeting card is a gift certificate. In accordance with this claim, the gift certificate is provided on

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one of the three panels of the greeting card. In this way, the user has access to a system where a personalized greeting card can be inputted by a user with the card including an attached gift certificate. In this way, a card and gift certificate is produced and delivered to the recipient.

Former claims 1 through 25 were rejected as being unpatentable over Cannon et al, United States Patent 5,552,994 in view of Endo et al, U.S. Publication 2002/0022989. As noted by the Examiner, the Cannon et al reference includes a database having a list of images of cards and designs associated with certain parameters for more efficient selection.

The primary reference of Cannon et al has not divided the greeting card development process into the two distinct aspects specified in claim 1. According to the present invention, it has been recognized that the customized greeting card can be effectively defined by the user using a database of categorized images in combination with a database of categorized expressions. The user is then free to associate the particular expression and the particular image as part of the process in defining a customized three panel greeting card.

Based on the Cannon et al reference, both expression and images are linked to categories identified by the user to restrict the possible cards that may be of consideration to the user. Unfortunately, by having the database where the expression and the image are classified together significantly reduces the ability of the user to define an appropriate greeting card. Furthermore, the present system also includes associating with the customized greeting card, a relating sale or promotion. This sale or promotion is provided on one of the panels of the three panel greeting cards. In this way, the user can define an appropriate greeting card and the promotion can also be associated with the greeting card due to the additional panel of

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the greeting card.' The efficient selection process is valuable as the potential user is often not time tolerant and has a tendency to quickly move on.

The secondary reference of Endo et al is restricted to a two card panel and uses one of these panels for the associated promotion. Unfortunately this significantly reduces the ability of the user to define a customized greeting card which is subsequently printed and delivered to the recipient. The card of Endo et al would appear to be a product, promotion or sales promotion and would lack the similarity with a traditional greeting card.

In contrast to the combination of references proposed by the Examiner, the present invention recognizes the need to produce a customized greeting card having characteristics similar to a conventional greeting card but having the advantage of associating therewith the sale or promotion. This sale or promotion is provided by providing an additional panel, namely a three panel card where the sale or promotion is associated with one of the three panels. In this way, two panels of the card remain available to provide the personalized message and personalized image to in fact be similar to a conventional greeting card but being somewhat improved due to the personalized nature due to the independent selection of both an image and an expression.

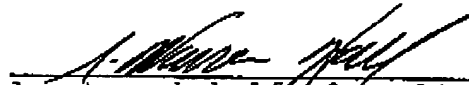
In considering each of the references relied on in rejecting claims 1 through 25 as obvious, it is noted that the references have not realized the benefits of the present system which allows the manufacture of a personalized greeting card having characteristics similar to a conventional card but allowing improvements thereto, due to the personal selection of both images and expressions.

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The Endo et al references has recognized the benefits of associating with the printing and delivery of a card of an associated promotion, however, this reference teaches the corruption or substantial reduction of the purpose and format of a conventional greeting or acknowledgement card. With the teaching of the Endo et al reference, the promotional aspects override the greeting card purpose and merely produce a product promotion with limited personal expression.

In view of the amended claims, it is believed the application is patentable over the cited art. Reconsideration and allowance of the application is requested.

Respectfully submitted,


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